PACKAGING AND LABELING
The Brazilian Experience

Trinidad – 14 April, 2005

National Tobacco Control Program
National Cancer Institute
Health Ministry
Brazil
CIGARETTE PACKAGES as promotional and marketing strategies:

- To attract the smoker through colors, shapes and brand names
- To communicate subliminal messages to reassure the smoker about the risks

"Red packs connote strong flavor, green packs connote coolness or menthol and white packs suggest that a cigarette is low tar. White means sanitary and safe. And if you put a low tar cigarette in a red package, people say it tastes stronger than the same cigarette package in white".

Name: Adriana Richi  
Sex: Female  
Age: 27  
Activity: cultural agitator  

What is your philosophy of life?  - “I am an absolutely emotional animal”

“I think life is too good to be lived seriously”.

“My mind is open 24 hours a day, for great bank draft (ideas) and for interesting deposits.”

CIGARETTE PACKAGES linked to advertising appeals
CIGARETTE PACKAGES

advertising through cigarette packages
Marlboro: A Box illustrated with country themes. It contains two packs and a lighter.

Free: A Box illustrated with adventure and travel issues. It contains two packs.
PACKAGES can be a way to:

- disseminate the scientific knowledge on smoking risks
- break the attraction that cigarette packs exert on smokers
- stimulate and motivate smoking cessation
TOBACCO CONTROL POLICY IN BRAZIL

Three Key Steps

1. NATIONAL CANCER INSTITUTE - National Tobacco Control Program coordination since 1989; educational actions; networking all over the country; building media advocacy; evolving opinion leaders; legislative measures: advising, mobilizing and supporting;

•2. NATIONAL HEALTH SURVEILLANCE AGENCY (ANVISA)/HEALTH MINISTRY - (1999) - regulation of tobacco products (contents, emissions, advertising and promotion)

3. NATIONAL COMMISSION ON TOBACCO CONTROL - (1999) - multisectorial representation of government (9 ministries’ representatives); to advise Brazilian government for FCTC negotiation.
ANVISA Resolution no. 46
Establishes maximum levels for tar, nicotine and carbon monoxide in mainstream smoke for cigarettes sold in the country to 10 mg/cig, 1 mg/cig and 10 mg/cig.

Prohibits descriptors such as light, ultra low levels, mild, soft and any other that might induce consumers to a misleading interpretation regarding the cigarettes’ levels, on advertising material and packages.

These measures came into force in February 2002
1976 - Marketing associated with health benefits

1977 – low levels of tar associated with good taste
LIGHT AND MILD
Example of Brazilian Cigarette Packages
Before the Law

Free One
Free Ultra Lights
Free Low yields
LIGHT AND MILD
Example of Brazilian Cigarette Packages
After the Law

Free 1  Free 4  Free 6
Soon your Derby is going to change the name of its versions King Size, Suave (Mild) and Lights. Now besides the different yields, the traditional colors are going to mark the difference among them:

**Red** – for those that prefer a more intense taste

**Blue** – for those who want mildness

**Silver** – light taste, the lighter of the family

The names have changed, but your Derby is still the same, with the same quality, leadership and taste that conquered Brazil.
LIGHT AND MILD
Tobacco industry strategies - all the families
LIGHT AND MILD
Percentage of smokers who think that “The colors differentiate light and regular cigarettes”

<table>
<thead>
<tr>
<th>State Capitals</th>
<th>Percentage</th>
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</thead>
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<tr>
<td>P. Alegre</td>
<td>65.9</td>
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<tr>
<td>Curitiba</td>
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<td>Manaus</td>
<td>49</td>
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<tr>
<td>Belém</td>
<td>56.8</td>
</tr>
<tr>
<td>J. Pessoa</td>
<td>54.8</td>
</tr>
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In 2001, the U.S. National Cancer Institute (NCI) published Monograph 13

LIGHT AND MILD
Scientific evidence

Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine
Conclusions and Recommendations from the WHO/ Scientific Advisory Committee on Tobacco Product Regulation (SACTob) on Health Claims Derived from ISO/FTC Method:

1. Tar, nicotine and CO ratings based upon current ISO/FTC methods and presented on cigarette packages and in advertising are misleading and should not be displayed.

2. All misleading health and exposure claims should be banned.

3. The ban should apply to packaging, brand names, advertising and other promotion activities.

4. Banned terms should include light, ultra-light, mild, and low tar.
HEALTH WARNINGS
Legislation
Prior Health Warnings

• Defined by a voluntary agreement
• Low visibility in spite of the language of the agreement
• No definition of the warning placement and surface area to be covered
National Agency of Sanitary Surveillance Resolution no. 104 (May 31th, 2001)

• Rules on the display of health warnings, along with pictures and the Toll Free number for Quit Smoking on tobacco product packages and advertising materials.
• The use of any type of wrapping or device that hides or make it difficult to see the warnings is prohibited.
One Lateral side

There is no safe level for consuming these substances

Hot line Call to Quit Smoking

HEALTH WARNINGS
First health warnings with pictures
From Feb 2002 to Jul 2004
HEALTH WARNINGS
Advertising cards inside packs immediately after the warning pictures began to circulate

FREE has changed its clothes
HEALTH WARNINGS
Tobacco industry strategy: Promotion of cigarette cases
SOME OUTCOMES
Most effective health warning - 79,0%:

Cigarette smoking during pregnancy leads to premature delivery, low birth weight babies and children prone to asthma;

2nd most effective warning - 78%:

Smoking causes lung cancer
Health warnings less effective in motivating people to quit smoking 29%:

- Nicotine is a drug that causes dependence.
- Smokers don’t have breath for anything
HEALTH WARNING WITH PHOTOS ON TOBACCO PRODUCTS PACKS IN BRAZIL - OPINION SURVEY
DATAFOLHA INSTITUTE
APRIL 2002
2,216 people interviewed
126 Brazilian municipalities

76% supported the measure

67% of smokers said that they felt like stopping smoking when they saw the new warnings with photos
• 80% were smokers
• 92% supported the measure
• 79% said the photo should be more shocking
• 90% knew about the Hot Line number through cigarette packs.
Hot Line - Calls to Quit Smoking

Number of calls by month - from June 2001 to July 2002

2002

- June: 24,686 calls
- April: 18,111 calls
- February: 8,588 calls
- December: 4,538 calls
- October: 871 calls

2001

- August: 5,349 calls
- June: 4,339 calls

Total calls = 126,514

* The system didn’t work for some days

packs with picture warnings and hotline number began to circulate in the market
HEALTH WARNINGS
New graphic health warning labels
In force from Aug 2004

- FUMAR CAUSA ABORTO ESPONTÂNEO.
- ELE É UMA VÍTIMA DO TABACO.
- FUMAR CAUSA DOENÇA VASCULAR QUE PODE LEVAR A AMPUTAÇÃO.
- CRANIÇAS QUE CONVIVEM COM FUMANTES TÊM MAIS ASMA, PREMÔNIA, SINUSITE E ALÉRGIA.
- EM GESTANTES, FUMAR PROMOVA PARTOS PREMATUROS E O NASCIMENTO DE CRANIÇAS COM PESO ABAIXO DO NORMAL.
- FUMAR CAUSA CÂNCER DE BOCA E PERDA DOS DENTES.
- FUMAR CAUSA IMPOTÊNCIA SEXUAL.
- FUMAR CAUSA CÂNCER DE LARINGE.
- ESTA NECROSSE FOI CAUSADA PELO CONSUMO DO TABACO.
- FUMAR CAUSA CÂNCER DE PULMÃO.
- AO FUMAR VOCÊ INALA ARSENÍCO E NAFTALINA, TAMBÉM USADOS CONTRA RATOS E BARATAS.
HEALTH WARNINGS
New graphic health warning labels from Aug 2004 must be printed in publicity materials
CIGARETTE PACKAGES
Sale prohibition to minors
Tobacco industry campaign

“Voluntary information” : Use of the ambiguity of the “forbidden fruit”

Only for adults

“Product for people over 18 years old”
ANVISA Resolution:
Prohibits the use of the phrases “Only for adults” and “Product for people over 18 years old”.
Establishes the requirement of printing the following information on packaging of tobacco products: “Sale to persons under 18 years old prohibited – Law 8069/1990. PENALTY: Jail from six months to two years with a fine”.
And the additional warning:

ESTE PRODUTO CONTEM MAIS DE 4.700 SUBSTÂNCIAS TÓXICAS, E NICOTINA QUE CAUSA DEPENDÊNCIA FÍSICA OU PSÍQUICA.
NÃO EXISTEM NÍVEIS SEGUROS PARA CONSUMO DESTAS SUBSTÂNCIAS.
“Cigarettes only with ID. To buy cigarettes, you have to be 18 years old. This is legal.”
CONCLUSIONS
CONCLUSIONS

- Considering the magnitude of tobacco risks, the strength of the warning should be proportional to them. So, it is important that governments adopt measures to alert their population in a very clear and strong way. The use of images is a very efficient strategy to do this, particularly because it will help reach illiterate people and children.

- The warnings should be large and visible to avoid conveying the impression that tobacco use is not an important issue.

- The insertion of large warnings with images can break the attraction that tobacco packs have over smokers and can motivate them to quit.

- It is important that the warnings be required by a legislative measure and their graphic characteristics defined by a health authority.
REMAINING CHALLENGES
The tobacco industry employs many different types of strategies and tactics;

Preamble of the FCTC:

“Recognizing the need to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts,..."

Exchanging experience among countries is essential.
**REMAINING CHALLENGES**

- Brazilian cigarette prices
- Illegal market of cigarettes
- Tobacco industry strategies
- Promote alternative to tobacco crops
- Ratifying FCTC
THANK YOU